

INVOICE



WDIV
550 W. Lafayette Blvd.
Detroit, MI 48226
52-0854807 FEIN
Main: (313)222-0444
Billing: (313)222-0459

<http://www.clickondetroit.com/index>

Billing Address:

Strategic Media Services
Attention: Accounts Payable
3299 K Street, NW
Suite 200
Washington, DC 20007

Send Payment To:

WDIV
75 Remittance Drive Ste 3110
Chicago, IL 60675-3110

Invoice #	Invoice Date	Invoice Month	Invoice Period
250212-1	10/28/12	October 2012	10/01/12 - 10/23/12

Station	Account Executive	Sales Office	Sales Region
WDIV	Nick Welte	MMT/Philadelph	National

Advertiser	Product	Estimate Number
ISS/MI GOP	MICHIGAN GOP 10/17	

Flight Dates	Order #	Alt Order #
10/17/12 - 10/23/12	250212	06139184

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/18/12	10/18/12	Local 4 News Today @ 6/630A-7A		--- 1---	:30	1	\$1,850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --- 1--- 1 \$1,850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Th 10/18/12 6:28 AM Local 4 News Today @ 6A 630A-7A :30 MRPTV100101DMMH \$1,850.00 NM									
2	10/23/12	10/23/12	Local 4 News Today @ 6/630A-7A		- 1-----	:30	1	\$1,850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 - 1----- 1 \$1,850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 10/23/12 6:58 AM Local 4 News Today @ 6A 630A-7A :30 MRPTV101701DMMH \$1,850.00 NM									
3	10/17/12	10/17/12	Today Show	7-8a	-- 1----	:30	1	\$1,900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 1---- 1 \$1,900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV W 10/17/12 7:58 AM Today Show 7-8a :30 MRPTV100101DMMH \$1,900.00 NM									
4	10/22/12	10/22/12	Today Show	7-8a	1-----	:30	1	\$1,900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$1,900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 10/22/12 7:28 AM Today Show 7-8a :30 MRPTV100101DMMH \$1,900.00 NM									
6	10/22/12	10/22/12	Today Show	8-9a	1-----	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 10/22/12 8:59 AM Today Show 8-9a :30 MRPTV101701DMMH \$2,000.00 NM									

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Advertiser		Product	Estimate Number
ISS/MI GOP		MICHIGAN GOP 10/17	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	10/17/12	10/19/12	10-11AM Ellen	10-11A Ellen	-- 111--	:30	3	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 111-- 3 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV W 10/17/12 10:48 AM 10-11AM Ellen 10-11A Ellen :30 MRPTV100101DMMH \$950.00 NM									
2 WDIV Th 10/18/12 10:45 AM 10-11AM Ellen 10-11A Ellen :30 MRPTV100101DMMH \$950.00 NM									
3 WDIV F 10/19/12 10:23 AM 10-11AM Ellen 10-11A Ellen :30 MRPTV100101DMMH \$950.00 NM									
8	10/22/12	10/23/12	10-11AM Ellen	10-11A Ellen	11-----	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV M 10/22/12 10:18 AM 10-11AM Ellen 10-11A Ellen :30 MRPTV100101DMMH \$950.00 NM									
1 WDIV Tu 10/23/12 10:30 AM 10-11AM Ellen 10-11A Ellen :30 MRPTV100101DMMH \$950.00 NM									
9	10/17/12	10/19/12	Noon News 12-1230p	12N-1230P	-- 111--	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 111-- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV W 10/17/12 12:22 PM Noon News 12-1230p 12N-1230P :30 MRPTV100101DMMH \$1,200.00 NM									
2 WDIV Th 10/18/12 12:11 PM Noon News 12-1230p 12N-1230P :30 MRPTV100101DMMH \$1,200.00 NM									
3 WDIV F 10/19/12 12:23 PM Noon News 12-1230p 12N-1230P :30 MRPTV100101DMMH \$1,200.00 NM									
10	10/22/12	10/23/12	Noon News 12-1230p	12N-1230P	11-----	:30	2	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV M 10/22/12 12:23 PM Noon News 12-1230p 12N-1230P :30 MRPTV101701DMMH \$1,200.00 NM									
1 WDIV Tu 10/23/12 12:28 PM Noon News 12-1230p 12N-1230P :30 MRPTV101701DMMH \$1,200.00 NM									
11	10/17/12	10/19/12	M-F Local News @ 4pm	4p-430pm	-- 111--	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 111-- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV W 10/17/12 4:12 PM M-F Local News @ 4pm 4p-430pm :30 MRPTV100101DMMH \$1,200.00 NM									
1 WDIV Th 10/18/12 4:24 PM M-F Local News @ 4pm 4p-430pm :30 MRPTV100101DMMH \$1,200.00 NM									
3 WDIV F 10/19/12 4:10 PM M-F Local News @ 4pm 4p-430pm :30 MRPTV100101DMMH \$1,200.00 NM									
12	10/22/12	10/23/12	M-F Local News @ 4pm	4p-430pm	11-----	:30	2	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 10/22/12 4:12 PM M-F Local News @ 4pm 4p-430pm :30 MRPTV100101DMMH \$1,200.00 NM									
2 WDIV Tu 10/23/12 4:12 PM M-F Local News @ 4pm 4p-430pm :30 MRPTV100101DMMH \$1,200.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
250212-1	10/28/12	October 2012	10/01/12 - 10/23/12
Advertiser		Product	Estimate Number
ISS/MI GOP		MICHIGAN GOP 10/17	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/17/12	10/19/12	Inside Edition M-F 430-5p	430p-5p	-- 111--	:30	3	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 111-- 3 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WDIV W 10/17/12 4:51 PM Inside Edition M-F 430-5p 430p-5p :30 MRPTV100101DMMH \$1,100.00 NM									
1 WDIV Th 10/18/12 4:44 PM Inside Edition M-F 430-5p 430p-5p :30 MRPTV100101DMMH \$1,100.00 NM									
2 WDIV F 10/19/12 4:51 PM Inside Edition M-F 430-5p 430p-5p :30 MRPTV100101DMMH \$1,100.00 NM									
14	10/22/12	10/23/12	Inside Edition M-F 430-5p	430p-5p	11-----	:30	2	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV M 10/22/12 4:50 PM Inside Edition M-F 430-5p 430p-5p :30 MRPTV101701DMMH \$1,100.00 NM									
1 WDIV Tu 10/23/12 4:50 PM Inside Edition M-F 430-5p 430p-5p :30 MRPTV101701DMMH \$1,100.00 NM									
15	10/17/12	10/19/12	M-F Local 4 News	5P-530P	-- 111--	:30	3	\$2,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 111-- 3 \$2,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV W 10/17/12 5:26 PM M-F Local 4 News 5P-530P :30 MRPTV100101DMMH \$2,100.00 NM									
3 WDIV Th 10/18/12 5:20 PM M-F Local 4 News 5P-530P :30 MRPTV100101DMMH \$2,100.00 NM									
2 WDIV F 10/19/12 5:11 PM M-F Local 4 News 5P-530P :30 MRPTV100101DMMH \$2,100.00 NM									
16	10/22/12	10/23/12	M-F Local 4 News	5P-530P	11-----	:30	2	\$2,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$2,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV M 10/22/12 5:13 PM M-F Local 4 News 5P-530P :30 MRPTV100101DMMH \$2,100.00 NM									
1 WDIV Tu 10/23/12 5:12 PM M-F Local 4 News 5P-530P :30 MRPTV100101DMMH \$2,100.00 NM									
17	10/17/12	10/19/12	M-F Local 4 News	530P-6P	-- 111--	:30	3	\$2,250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 111-- 3 \$2,250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV W 10/17/12 5:51 PM M-F Local 4 News 530P-6P :30 MRPTV100101DMMH \$2,250.00 NM									
3 WDIV Th 10/18/12 5:53 PM M-F Local 4 News 530P-6P :30 MRPTV100101DMMH \$2,250.00 NM									
1 WDIV F 10/19/12 5:39 PM M-F Local 4 News 530P-6P :30 MRPTV100101DMMH \$2,250.00 NM									
18	10/22/12	10/23/12	M-F Local 4 News	530P-6P	11-----	:30	2	\$2,250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$2,250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV M 10/22/12 5:42 PM M-F Local 4 News 530P-6P :30 MRPTV101701DMMH \$2,250.00 NM									
1 WDIV Tu 10/23/12 5:53 PM M-F Local 4 News 530P-6P :30 MRPTV101701DMMH \$2,250.00 NM									

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250212-1	10/28/12	October 2012	10/01/12 - 10/23/12
Advertiser		Product	Estimate Number
ISS/MI GOP		MICHIGAN GOP 10/17	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	10/17/12	10/19/12	M-F Local 4 News 6-630p	6P-630P	-- 111--	:30	3	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 111-- 3 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV W 10/17/12 6:10 PM M-F Local 4 News 6-630pm 6P-630P :30 MRPTV100101DMMH \$3,000.00 NM									
3 WDIV Th 10/18/12 6:21 PM M-F Local 4 News 6-630pm 6P-630P :30 MRPTV100101DMMH \$3,000.00 NM									
1 WDIV F 10/19/12 6:24 PM M-F Local 4 News 6-630pm 6P-630P :30 MRPTV100101DMMH \$3,000.00 NM									
20	10/22/12	10/23/12	M-F Local 4 News 6-630p	6P-630P	11-----	:30	2	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV M 10/22/12 6:12 PM M-F Local 4 News 6-630pm 6P-630P :30 MRPTV100101DMMH \$3,000.00 NM									
1 WDIV Tu 10/23/12 6:28 PM M-F Local 4 News 6-630pm 6P-630P :30 MRPTV100101DMMH \$3,000.00 NM									
21	10/17/12	10/19/12	M-F Wheel of Fortune	7P-730P	-- 111--	:30	3	\$3,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 111-- 3 \$3,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV W 10/17/12 6:59 PM M-F Wheel of Fortune 7P-730P :30 MRPTV100101DMMH \$3,200.00 NM									
3 WDIV Th 10/18/12 7:06 PM M-F Wheel of Fortune 7P-730P :30 MRPTV100101DMMH \$3,200.00 NM									
1 WDIV F 10/19/12 7:07 PM M-F Wheel of Fortune 7P-730P :30 MRPTV100101DMMH \$3,200.00 NM									
22	10/22/12	10/23/12	M-F Wheel of Fortune	7P-730P	11-----	:30	2	\$3,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$3,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV M 10/22/12 7:18 PM M-F Wheel of Fortune 7P-730P :30 MRPTV101701DMMH \$3,200.00 NM									
1 WDIV Tu 10/23/12 7:18 PM M-F Wheel of Fortune 7P-730P :30 MRPTV101701DMMH \$3,200.00 NM									
23	10/17/12	10/19/12	M-F Jeopardy	730P-8P	-- 111--	:30	3	\$3,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 111-- 3 \$3,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV W 10/17/12 7:42 PM M-F Jeopardy 730P-8P :30 MRPTV100101DMMH \$3,200.00 NM									
2 WDIV Th 10/18/12 7:54 PM M-F Jeopardy 730P-8P :30 MRPTV100101DMMH \$3,200.00 NM									
3 WDIV F 10/19/12 7:55 PM M-F Jeopardy 730P-8P :30 MRPTV100101DMMH \$3,200.00 NM									
24	10/22/12	10/23/12	M-F Jeopardy	730P-8P	11-----	:30	2	\$3,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$3,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV M 10/22/12 7:37 PM M-F Jeopardy 730P-8P :30 MRPTV100101DMMH \$3,200.00 NM									
1 WDIV Tu 10/23/12 7:42 PM M-F Jeopardy 730P-8P :30 MRPTV100101DMMH \$3,200.00 NM									

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ISS/MI GOP		MICHIGAN GOP 10/17	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
25	10/19/12	10/19/12	11-1135P Late News	11P-1135P	----1--	:30	1	\$5,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----1-- 1 \$5,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV F 10/19/12 11:25 PM 11-1135P Late News 11P-1135P :30 MRPTV100101DMMH \$5,400.00 NM									
26	10/23/12	10/23/12	11-1135P Late News	11P-1135P	-1-----	:30	1	\$5,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -1----- 1 \$5,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 10/23/12 11:27 PM 11-1135P Late News 11P-1135P :30 MRPTV101701DMMH \$5,400.00 NM									
27	10/20/12	10/20/12	Sat 11-1130P Late News	11-1130P	-----1-	:30	1	\$4,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Sa 10/20/12 11:19 PM Sat 11-1130P Late News 11-1130P :30 MRPTV100101DMMH \$4,500.00 NM									
28	10/20/12	10/20/12	Saturday Night Live	1130P-12A	-----1-	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Sa 10/20/12 11:51 PM Saturday Night Live 1130P-12A :30 MRPTV101701DMMH \$2,000.00 NM									
29	10/21/12	10/21/12	Sun Local News 8-9am	Sun 8-9am	-----1	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Su 10/21/12 8:30 AM Sun Local News 8-9am Sun 8-9am :30 MRPTV100101DMMH \$900.00 NM									
30	10/21/12	10/21/12	Sun 6pm	Sun 6pm	-----1	:30	1	\$1,550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$1,550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Su 10/21/12 6:23 PM Sun 6pm Sun 6pm :30 MRPTV101701DMMH \$1,550.00 NM									

Total Spots **56** Gross Total **\$120,250.00**

Payment Terms 30 Days

Agency Commission **\$18,037.50**
Net Amount Due **\$102,212.50**

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station reserves the right to purge materials after 90 days from last date of air. The expense of resending materials will be paid by client.

NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.